

# EMS STRONG

## This Is EMS: Caring for Our Communities

### CONTACT

Tracy Hilsabeck

760-815-8432

thilsabeck@redflashgroup.com

### FOR IMMEDIATE RELEASE

March 26, 2021

### **“THIS IS EMS: CARING FOR OUR COMMUNITIES” CAMPAIGN TO HONOR EMS PROFESSIONALS DURING ANNUAL EMS WEEK**

*ACEP and NAEMT campaign celebrates emergency medical services professionals May 16-21, 2021*

**March 26, 2021—WASHINGTON, DC**—The American College of Emergency Physicians (ACEP), in partnership with the National Association of Emergency Medical Technicians (NAEMT), is proud to announce the EMS Week 2021 theme: [THIS IS EMS: CARING FOR OUR COMMUNITIES](#). The annual campaign recognizes the heroes who provide emergency medical services in communities across the country and takes place May 16<sup>th</sup> -21<sup>st</sup> this year.

“The COVID-19 pandemic continues to test EMS professionals like never before,” said Mark Rosenberg, DO, MBA, FACEP, president of ACEP. “EMTs, paramedics and other frontline workers are rising to the challenge and each has a crucial role in responding to the public health crisis of our lifetime. National EMS Week is a time to recognize and honor EMS professionals for their tireless dedication to their communities—not just during this pandemic but every day.”

Under the “EMS Strong” banner, the campaign supports and strengthens the EMS community by honoring accomplishments and increasing awareness of the critical role of EMS in communities across the country. Inspiring stories about EMS practitioners can be found on [www.EMSSTRONG.org](http://www.EMSSTRONG.org) along with the annual EMS Week Planning Guide, a resource for the EMS community and stakeholders to help celebrate EMS Week and promote the value of emergency medical services.

“Throughout the pandemic, EMS has been on the frontlines, caring for the sickest COVID-19 patients, while also staffing COVID-19 testing and vaccine clinics,” said Chief Bruce Evans, CFO, SPO, NRP, MPA, president of NAEMT. “EMS Week is a chance for communities to come together and express their gratitude for EMS practitioners. Our nation’s paramedics and EMTs, as well as their families, have been through so much. Recognizing their service and sacrifices is an important step in healing and recovery from the stress and intensity of the past year.”

EMS Week dedicates five days to specific themes, and first responders are encouraged to plan activities and events around these themes in their communities.

- **Monday, May 17:** EMS Education Day
- **Tuesday, May 18:** EMS Safety Day
- **Wednesday, May 19:** EMS for Children Day
- **Thursday, May 20:** Save-A-Life Day (CPR & National Stop the Bleed Day)
- **Friday, May 21:** EMS Recognition Day

Integral to the campaign's success is the involvement and support from the corporate sponsors, strategic association partners and strategic media partners.

**Corporate Supporters:** FirstNet Built with AT&T, Genentech, T-Mobile for Government, American Red Cross, NHTSA/Office of EMS, National Registry of Emergency Medical Technicians (NREMT), AdvancedCPR Solutions, Boundtree Medical, Laerdal Medical, McKesson Medical-Surgical and North American Rescue.

**Strategic Association Partners:** American Ambulance Association, Association of Air Medical Services, Commission on Accreditation for Prehospital Continuing Education, Committee on Accreditation of Educational Programs for the EMS Professions, International Association of Fire Chiefs, International Association of Flight and Critical Care Paramedics, International Public Safety Association, National Association of EMS Educators, National Association of EMS Physicians, National Association of State EMS Officials, National EMS Management Association, National Fire Protection Association, National Registry of EMTs and National Volunteer Fire Council.

**Strategic Media Partners:** EMS1.com, EMS World and JEMS/EMS Today.

Visit [www.EMSSTRONG.org](http://www.EMSSTRONG.org) for more information about 2021 EMS Week.

###

### About ACEP

**The American College of Emergency Physicians (ACEP)** is the national medical society representing emergency medicine. Through continuing education, research, public education and advocacy, ACEP advances emergency care on behalf of its 40,000 emergency physician members and the more than 150 million Americans they treat on an annual basis. For more information, visit [www.acep.org](http://www.acep.org) and [www.emergencyphysicians.org](http://www.emergencyphysicians.org).

### About NAEMT

Formed in 1975 and more than 72,000 members strong, the **National Association of Emergency Medical Technicians** is the only national association representing the professional interests of all emergency and mobile healthcare practitioners, including emergency medical technicians, advanced emergency medical technicians, emergency medical responders, paramedics, advanced practice paramedics, critical care paramedics, flight paramedics, community paramedics and mobile integrated healthcare practitioners. NAEMT members work in all sectors of EMS, including government agencies, fire departments, hospital-based ambulance services, private companies, industrial and special operations settings and in the military. For more information, visit [www.naemt.org](http://www.naemt.org).